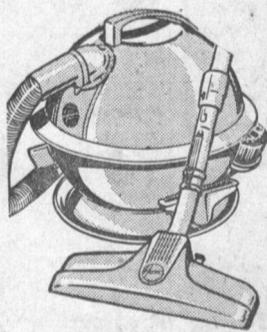
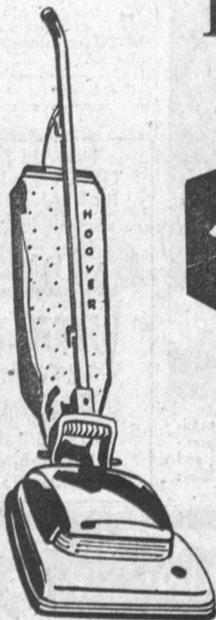


# Without a Doubt!

## HOOVER DISCOUNTS



THROUGH FACTORY COOPERATION, WE OFFER HOOVER VACUUMS, FLOOR POLISHERS AND FLOOR WASHERS AT FACTORY DISCOUNT PRICES.

SAVE UP TO.....

# 40%



### ZENITH SLIMLINE PORTABLES

America's No. 1 Television.....

ONLY **\$199<sup>95</sup>**

CHECK OUR LOW, LOW PRICES

### BUY QUALITY! BUY DEPENDABILITY!



All New 1960



CONSOLE TV

### Slim, Trim, Beautiful!

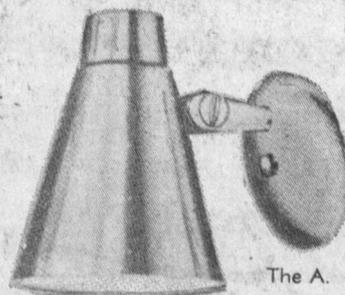
#### ZENITH QUALITY FEATURES

- ★ 20,000 Volts of Picture Power
- ★ Sunshine Picture Tube
- ★ "Capacity-Plus" Components for Longer TV Life
- ★ Spotlite Dial
- ★ Cinelens" Picture Glass
- ★ Tone Control
- ★ Pull-Push on/off Control

CHECK OUR LOW, LOW PRICES

## RED TAG SALE

On all items in our huge fixture department . . . Illustrated here are a few examples . . .



The A.

A. BULLET TYPE WALL MOUNT IN MANY DECORATOR COLORS.

RED TAG SPECIAL **\$3<sup>88</sup>**

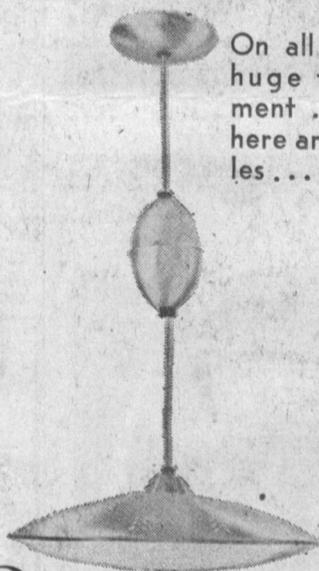
B. BRUSHED BRASS OR COPPER PULL-DOWN WITH OPAL GLASS SHADE.

RED TAG SPECIAL **\$9<sup>88</sup>**

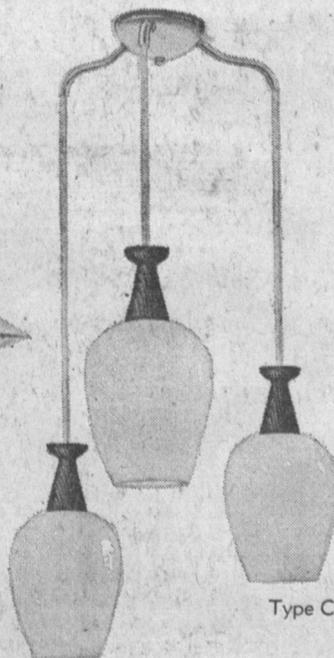
C. THREE CLUSTER DANISH OR SWEDISH MODERN WITH MILK GLASS SHADES AND WALNUT DECOR. Similar to illustration.

RED TAG SPECIAL **\$14<sup>88</sup>**

HURRY! Limited Quantities

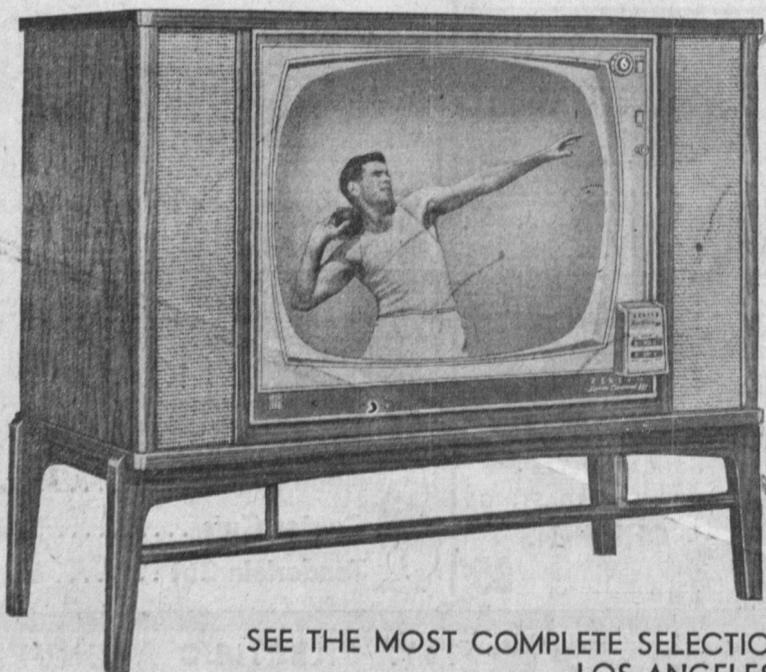


Type B.



Type C.

## ZENITH SPACE COMMAND



**JUST TOUCH A BUTTON** on the control unit you hold in your hand and operate your Zenith TV with "silent sound!"

**CHANGE CHANNELS** in either direction.

**ADJUST VOLUME** to three levels of sound - and mute.

**TURN SET ON AND OFF**  
No wires!  
No cords!  
No batteries!

We Honor BankAmericard and International Charge

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SEE THE MOST COMPLETE SELECTION OF ZENITH TV IN LOS ANGELES